

Adam Smith Named Michigan Territory Sales Manager for Boral TruExterior Trim

Written by Australian Business

DETROIT, MI, October 10, 2013 **/24-7PressRelease/** -- Adam Smith has been named Territory Sales Manager for the Boral TruExterior Trim product line in the state of Michigan. Smith will lead all Boral TruExterior Trim sales statewide in an effort to increase product adoption and grow marketshare among dealers, distributors, builders, remodelers and architects. Adam Smith will work closely alongside Monsma Marketing Group, the Boral TruExterior Trim distribution partner in the Michigan market.

"Adam Smith's vast experience in selling building materials through a sales channel to the builder and contractor audiences is an important distinction for us," said Tom Zimmerman, Director of Sales and Marketing for Boral TruExterior Trim. "His expertise also stands apart as it includes experience as a purchasing agent which gives him a perspective uncommon in sales people. We expect Adam will be quite successful in helping us reach our customers in Michigan."

In his role, Adam Smith is responsible for growing sales through Boral's dealer and distributor channels with the end result of inducing product adoption and sale among end users and architects. A stand out building product, Boral TruExterior Trim, pioneered the new poly-ash category of the exterior trim and is recognized for its sustainability, workability, durability, and high performance even in the face of extreme temperature and moisture cycles. Smith will oversee all sales efforts across the state and work to increase awareness of the product's benefits among architects, builders and remodelers.

Prior to joining the Boral TruExterior Trim sales team, Adam Smith served as Buyer, Inventory Controller and Receiving Manager for Houghton International in the company's Detroit manufacturing facility, the largest of eight company facilities worldwide. He also served the Blonder Company as an Account Manager handling sales in Michigan and Indiana, and held multiple sales positions with Black & Decker HHI for over a decade.

About Boral TruExterior Trim: Named one of the "101 Best New Products" by Professional Builder and Professional Remodeler magazines, Boral TruExterior Trim is manufactured by Boral Composites Inc., which is headquartered in Roswell, GA and is a wholly owned subsidiary of Boral USA. Boral Composites Inc. is a manufacturer of sustainable exterior building products, which reside in the poly-ash category.

About Boral USA: Headquartered in Roswell, Georgia, Boral USA, through its subsidiaries, is a leading manufacturer in the building material industry. Boral USA's subsidiaries include Boral Bricks: #1 manufacturer of brick in the United States, Boral Roofing: the nation's leading manufacturer of clay and concrete roof tiles, manufacturer of Cultured Stone #1 Brand of

Adam Smith Named Michigan Territory Sales Manager for Boral TruExterior Trim

Written by Australian Business

manufactured stone veneer, and Boral Material Technologies LLC: a leading marketer of coal combustion byproducts.